

TOURIST DEVELOPMENT COUNCIL
MEETING MINUTES
JANUARY 14, 2010
HOMEWOOD SUITES LAKE MARY

MEMBERS PRESENT:

Greg Dull (Chair) – Orlando Sanford International Airport
Colleen Hufford – Council of Local Governments (CALNO)
Amy Nicholas – American Automobile Association
Dennis Hale – Embassy Suites Altamonte
Steve Ragsdale – Westin Lake Mary
Commissioner Velma Williams – City of Sanford
Joe Montisano – Central Florida Zoo & Botanical Gardens
Brian Morgan – Hampton Inn Altamonte Springs

MEMBERS ABSENT:

Commissioner Carlton Henley – Board of County Commissioners

CALL TO ORDER

The meeting was called to order at 10:07 a.m. by Chairman Greg Dull.

WELCOME REMARKS

Chairman Greg Dull welcomed the new board members; Commissioner Velma Williams, Steve Ragsdale, Joe Montisano and Amy Nicholas.

ELECTION OF VICE CHAIR

Colleen Hufford was nominated as the new Vice Chair by Joe Montisano and seconded by Velma Williams. Motion passed unanimously.

APPROVAL OF JANUARY MINUTES

The January minutes were approved as proposed. The motion was made by Dennis Hale and seconded by Steve Ragsdale. Motion to approve passed unanimously.

SPONSORSHIP APPLICATION

2010 Florida League High Scholl Invitational – Danny Trosset introduced Stefano Foggi from the Florida Collegiate Summer League. Stefano gave details on the history of the event. While in the past the event had been conducted in partnership with other organizations, this year they are working independent. The tournament has been cut back to just one week due to the limited number of teams registered. The event is scheduled to be hosted at the Sanford Memorial Stadium. Support is being sought for marketing and facility fees. Following questions and discussion, Dennis Hale made a motion to approve funding in the sum of \$7,300. The motion was seconded by Brian Morgan and carried unanimously.

STAFF REPORTS

Danny Trosset provided a brief update of 2009. He thanked the Board and CVB partners for their support in making last year a success. In 2009 there were a total of 45 sporting events totaling over 18,000 room nights. He thanked the hoteliers for their cooperation in tracking the room pick-ups. He reported he is working with Jonathan and the Sports Commission to bring the Women's Softball Championships to Seminole County. This event is composed of 32 teams from across the county with a potential of over 1000 room nights. They are also working with the

TDC – JANUARY 14, 2010

Florida Community College Athletic Association to bring their Baseball and Softball Championships to the County. Danny is working with Jason Weeks with Altamonte Sports to bring the Girl's Fast Pitch Tournament in late July.

Steve Ryals reported that next month we will be hosting a Meet & Greet for FSAE prompted by the Hilton Altamonte. The Hilton Altamonte, Seminole County CVB, Central Florida Zoo & Botanical Gardens and ZOOM Air Adventures Aerial Park are hosting this destination Meet & Greet. He is also organizing a FAM that will be taking place the first week of March. Steve developed a report to track tradeshow attendees. Following questions and discussions, the recommendation was made that Steve form a "task force" dedicated exclusively to the refining of this tracking methods.

Jonathan provided a brief update from the Sports Commission and what they have been working on. He agreed that it was a good 2009. USSSA is coming back this year. He reported that USA Rugby will be coming to Seminole County in April with 32 teams. ISA is bringing regional tournaments this year. He is working on bringing a Native American tournament to Seminole County. Community Festival bid on hold until next year. National Association of Intercollegiate Athletics bid going out shortly. This event would bring 32 softball teams. Lacrosse has the opportunity to bring in 80-100, up to 150 teams. The World Cup has selected south Florida.

PARADISE UPDATE

Patrick Harrison presented Public Relations media numbers and introduced Social Media efforts. Paradise launched a Twitter account for the CVB in November and the development of a Facebook page is in progress. Twitter messages are sent out every other day. The CVB currently has 95 followers including nature groups, travel groups and eco groups. We are also following several groups. The look and feel, along with the messages, is consistent with the natural theme and Florida's Natural Choice.

UPDATES

Sharon Sears gave a brief recap of 2009. It was a record year for attendance to TDC and CVB sponsored events. She reported that there are a few outstanding invoices pending from the 2009 Holiday Luncheon hosted by the Westin. Sharon thanked the Westin for their hospitality and for helping make the event a success. Sharon emphasized that the luncheon is done at no cost to the County or with TDC funding and the meals paid for by attendees are at cost. Sharon reported the CVB is working with the Parks & Rec Department as well as Extension Services to promote the County's parks and trails and agritourism.

NEW BUSINESS

Joe Montisano provided an update on the Central Florida Zoo & Botanical Gardens. He reported a positive economic impact of about \$3.3M in 2009. Joe stated that the Zoo is one in a few nationwide that operate without direct tax support. Example given was Miami Zoo which receives \$.01 on Sales Tax, about \$8M a year towards operation expenses. TDC funds are used for marketing purposes, about \$120K in 2009. The Zoo often joins in media partnership opportunities offered by Paradise and the CVB. He clarified that ZOOM Air Adventure Aerial Park was not funded by the Zoo but has been a great addition to the Zoo. The Zoo made several upgrades to the infrastructure, including the parking lot and ticket booth. In total \$483K were put back into the Zoo. Attendance record was surpassed in 2009 with 261K visitors. The motion was made by Colleen Hufford to approve funding to the Zoo in the sum of \$225K. Commissioner Velma Williams seconded and carried unanimously.

TDC – JANUARY 14, 2010

OLD BUSINESS

Bill McDermott stated that the County has experienced an extremely difficult time finalizing the budget. Last year the budget was not brought up to the board. He requested, for the record, that the TDC board approve the budget that has already been approved by the Board of County Commissioners. Bill offered himself and Sharon Sears as points of contact for anyone with questions regarding the budget. The motion was made by Commissioner Velma Williams to approve the budget as presented to the Board. The motion was seconded by Joe Montisano and carried unanimously.

ANNOUNCEMENTS

The Industry Roundtable will be hosted by the Orlando Sanford International Airport on February 16th, 2010. The invite will be sent out. Copies of TDC Policies & Procedures were distributed to the Board along with a list of all current Board members. The Policies and Procedures need to be revised per the advice of Ann Colby, Assistant County Attorney.

COMMENTS

Joe Abel, Director of Seminole County Leisure Services addressed a question posed by one of the meeting attendees in regards to the new softball complex, Jetta Point. He stated they are finalizing the design and permitting. The bid process should begin within the next month or so. The numbers received will be taken to the Board of County Commissioners for review. Construction should begin by the end of summer. Expected completion set for the fall of 2011.

A question arose in regards to Red's Hotel Occupancy Report. It was confirmed by Bill McDermott and Shani Beach that the current contract remains in effect and is due to expire soon. Shani Beach did not have the end date on hand. Bill reaffirmed that a new contract is in the works and that the report shall continue to be provided to the partners.

Brian Morgan offered to host the March 11th TDC Meeting at the Hampton Inn Altamonte.

ADJOURN: The meeting was adjourned by the Chairman at 11:17 a.m.